



An assessment of passengers' satisfaction of commercial transport in the Federal University of Technology, Akure, Ondo State, Nigeria

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General Note



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ABSTRACT

This study was conducted to understand users' satisfaction of FUTA commercial transport. To achieve the purpose of this study, literature review was employed to reveal various challenges associated with commercial transport. In most cases, the passengers are mostly affected from inadequacies of public transport services. The nature of the commercial transport in FUTA needs to be investigated to ensure that passenger derive the best from the commercial transport service. To achieve this, a survey was conducted. Questionnaires, as well as direct observation were administered to passengers of FUTA shuttle buses. A convenient

sampling technique was employed to assess the passenger satisfaction of commercial transport in FUTA, Nigeria. Primary data (questionnaires and personal observation) was used to achieve descriptive statistics. From the non probability sampling, one hundred and ten (110) questionnaires were administered to commuters of the public passenger transport in FUTA. Findings revealed that there is inadequacy of vehicle usage; also the satisfaction derived from the commercial bus operation in FUTA is quite lesser. Recommendations were suggested to mitigate the impediments, some of the recommendations include; provision of adequate and road-worthy vehicles in FUTA, improvement of existing transport infrastructures in FUTA, re-orientation of drivers to correct bad attitude, employment of trained personnel in the management of the operations, and the involvement of school management especially Transport Management Department in the collection of relevant data for simulation, forecasting, planning, and policy towards the improvement of transport infrastructures, equipment, and management.

Keywords: Passengers' Satisfaction, Commercial Transport, FUTA

1. INTRODUCTION

The commercial transport industry is one of the service sectors which contributed much to the economy of the country and also plays important role of reducing unemployment challenge in Nigeria. Commercial bus service is the movement of people and their goods from one point to another for the purpose of satisfying their movement needs at a specific agreed price (Gray and Lester, 1991). This definition is corroborated by Oregon (2007), as motor vehicle that is designed or used for carrying passengers and their personal baggage and express for compensation. It is a service that is essential as it plays crucial role in the spatial movement of people and goods. Commercial bus service can also be referred to as public transport, public transit, and or mass transit. The service is provided either by public, private, or both agencies which is available to all persons who pay the prescribed fare.

Undoubtedly, the quality of commercial transport service affects passenger satisfaction, but what constitutes quality service differs from one passenger to another, this can be traceable to the unique characteristics of transport as pointed out by Fadare and Adeniran (2018); hence, the vastness of the subject of customer satisfaction and the many studies done via different perspectives. According to Hoffman and Bateson (2006), customer satisfaction is the comparison of customer expectations to customer perceptions regarding service encounter. They further perceived that customers' expectations are opinions about service delivery that serve as benchmark against which performance is judged. A number of researches have been done on the subject of customer satisfaction in different fields of study, and since the early 1970s it has increased significantly with changes in methodology.

The FUTA commercial transport is characterized by the availability of infrastructures provided by the school management and they include car park, bus stops, drivers' common room and or rest room, road infrastructure and road signs. At first, public transport system in FUTA was a monopolistic market in which 18-seater buses were used for transporting people and freights. Until recently, in 2016/2017 academic session, additional means of transportation (tricycles) was introduced and integrated into the system. The introduction of tricycles (also called Keke-Maruwa) was aimed at enhancing and diversifying the transportation system and to penetrate core and new academic areas, and hostels. This attempt broke the monopolistic nature of commercial transport in FUTA. Thus, the easy conveyance of *Futarians* and other users was enhanced.

However, the University is currently faced with noticeable transportation issues, such as traffic congestion at peak periods between 08:00AM - 09:00AM, and 03:55PM - 04:20PM; longer commuting; transport inadequacy; difficulties for the introduced tricycles to have access to routes being plied by commercial shuttle buses, which leads to partial paralysis of competition.

It's essential to state that commercial transport service should be organized around to satisfy the clients (passengers). When the passengers are satisfied, then, the services are noted to be effective, and consequently with greater service opportunity. Like many regions (urban) in the developing countries, the dominant means of public transport system in FUTA is bus transport, popularly known as "FUTA campus shuttle" and there are, on an average scale, sixty-five 18-seater buses, accounting for about 93 percent of all the modal split, and 4 percent is taken by the newly introduced tricycle also known as *Keke-Maruwa* and cabs constitute about 3 percent. The tricycles have a mixture of nine 3-seaters and three 6-seaters employed in the transport operation. It is imperative to state that it is neither ideal nor sufficient to provide a transport service in a particular community or region without considering the need to ensure that passengers are satisfied with the transport service. Hence, study is aimed at assessing the level of passenger satisfaction of commercial transport in FUTA; particularly in the North gate and South gate region of the school. The objectives of this study are to examine the efficiency of commercial transport in FUTA; to determine the passengers' perceived service vis-à-vis commercial transport in FUTA; and to examine the constraints facing commercial transport operation in FUTA.

This study would help researchers to expand theoretical knowledge on commercial transport services. Also, it would help various urban transport service providers to develop new insights in transport strategies towards the enhancement of quality service. The study would also help various stakeholders such as the school management, bus owners and bus operators segment their target market so as to be in a position to serve that niche very well and ultimately increase their service value. The study would discover the level of customer satisfaction in FUTA public transport services by revealing its efficiency, customers' perceived service and subsequently, the constraint facing the FUTA transport service.

2. LITERATURE REVIEW AND CONCEPTUAL FRAMEWORK

Introduction

This chapter intends to give theoretical in relation to the problem under the study whereby several empirical studies carried out outside and inside FUTA are reviewed. This chapter begins with conceptual clarifications, conceptual framework, and theoretical framework. The conceptual definitions try to define key terms while the theoretical framework explains different theories put forward by various scholars and tries to see if that theory safeguards this study.

Transport and Land Use in FUTA

The land use system in FUTA is characterized by social, academic and economic activities. FUTA being an academic environment not only attract people who come to study and teach but also people who come for the purpose of making transactions. Hence, there are buildings like banks, shopping complexes, and smaller structures like; kiosk, stands which sell product and renders services to people. Through transportation, people can assess these places to receive lectures, administrate and make business transactions. Transport system in FUTA and the route they use has greatly influenced how people move and the route being plied. Adequate, assessable, efficient, and reliable transportation enhances population to expand across a territory. It makes living meaningful. In an urban settlement, everybody travels whether to work, play, relaxation, tour or execution research, shopping or business with the aid of public transport system which could be privately or publicly owned. FUTA is a typical class containing these characteristics. However, in the use of any public transport, passengers' essential desire is to derive maximum utility from the transport services they use on a daily basis.

Conceptual Clarifications

Customer Service

The term "Customer Service" consists of two different words (*customer* and *service*) that needed to be defined simultaneously before been merged to form a holistic definition. Hornby (1989); Parasuraman and Grewal (2000) defines a customer as an individual or business entity that buys the product, meaning that they acquire it (legally, and probably but not necessary, physically) and pay for it (effective demand). Customer service as a holistic word is defined as a department or function of an organization which responds to inquiries or complaints from customers. However, customer service has gone beyond that definition in recent years.

Quality of Service

Quality of service as defined by the Transit Capacity and Quality Service Manual (TCQSM) is the overall measured or perceived performance of transit service from the passenger's point of view. Assessing the quality level of bus service is usually manifested from the passenger's view, and not from the operator's view. Assessment of bus service quality overtime often result to potential passenger's decision whether to use the transit service or not. Hence, bus service quality is usually evaluated or assessed based on availability, comfort and convenience that is been derived from using such service.

Customer Satisfaction

A customer is satisfied whenever the needs and expectations are met or exceeded. It is worthy to note that quality service leads to satisfied customer, and creates customer retention (Gerson, 1993). The essence of understanding the principles of customer satisfaction by the transport service providers is to have understanding about what passengers expect, and devising several techniques or strategies of meeting or exceeding those expectations. This captures the definition of Boulding (1993) that satisfaction is a feeling of customer's experiences when comparing between what they gets and what they accepted to get.

Factors Influencing Customer Satisfaction in Public Transport Sector

The factors influencing customer satisfaction include reliability, frequency, affordability, safety and condition of the vehicle in relation to customer satisfaction.

Reliability

Parasuraman et al. (1984), state that reliability is the capacity to deliver the expected service dependably and accurately. A reliable public transport is one that arrives on time. The public, mostly business people would be satisfied if they are assured that their business luggage reaches their destination at the desired time (Annabel 2005). Bielen and Demoulin (2007) also pointed out that timely arrival of the vehicles at the station also determines customer satisfaction. Friman (2004) believes that punctuality of service also affects commuter's satisfaction on the quality of public transport service. Travel time according to Li (2003), is another example of reliability indicator. If the transport is reliable and convenient, the commuters will be satisfied (Cavana and Corbett, 2007).

Frequency

Increased frequency of transport services leads to increased commuter satisfaction and urban transport and urban transport support (Taylor et al., 2008). Frequent service ensures continuous commuter service that is available on regular basis. Frequency of services are often available during the high demand periods and the vehicle change to this direction of high demand leaving the low demand passengers waiting at the bus terminal or stage until the buses is filled to capacity before the vehicle take off and this could be as long as one hour.

Affordability

Litman (2009) describes affordability as the people's capacity to get essential goods and services. Transportation affordability therefore refers to people's financial capacity to acquire essential goods and services such as medical care, household items, education, access to work and socializing. It is evident that transportation unaffordable transport leads to significant economic and social problem. It has been confirmed that the increased transport fares often lead to a sharp decrease in the ridership as an immediate effect, but it often rebound after a few months. The use of private cars by the middle-class city dwellers has increased particularly in urban areas leading to congestion in the city centers. An affordability index is used to look at fare expenditure against the income of the household. This index is defined as the transport expenses incurred by a family per percentage of the family's earnings.

$$\text{Affordability index} = \frac{\text{Number of trips} * \text{Average cost per trip}}{\text{Per capita income}}$$

The result of the above is expressed in percentage

Alan (1987) states that travel expenditure is viewed as the most important factor consider when choosing mode of transport by the commuters having own income. If the mode of transport is too expensive for them, they may opt to travel on foot. An affordable public transport is influential on satisfaction of service. If the commuters were charged high fares, they expect value for quality rather than how much they will be charged for the distance to be covered. Mosi (2010) also found ticket price as one of the major reasons why commutes are not satisfied. In the case of FUTA, commercial transport fare is basically unregulated. In other words, occasional hikes are common, and commuters have to conform to prevent the risk of being stranded. The common reason given for such hike could be that, the fuel is expected to go up or has risen.

Safety

In many cases, public transport vehicles are recklessly driven, the pedestrians are prone to serious accidents along the roads. At times, the pedestrians also cross at non-designated areas. The next fatalities are the passengers in the public transport vehicle, because the vehicle is poorly maintained with loose seats and belts and it is also dangerously driven. Drivers who overwork themselves contribute to occurrence of accidents on transport corridors. Usually, a fatigued driver is prone to losing control of the vehicle leading to serious accident.

Condition of the vehicles

Islam, Chowdhury, and Ahmed (2014), state that comfort is one of the factors that influence customer satisfaction. This can only be achieved when the condition of the vehicle is a per the commuters' expectation. The condition of vehicles is characterized by the condition of seats, comfort and road worthiness.

Theoretical Literature Review

This chapter will give an overview of literature that is related to the research problem. This chapter will introduce the concept of customer satisfaction and perceive service quality by urban public transport users.

Service Quality and Customer Satisfaction

There is a strong nexus between service and quality dimensions (Anderson and Sullivan, 1993). But debate arises from whether customer satisfaction in an antecedent of service quality judgments (Parasuraman et al., 1985) or the other way round. The foundations of service quality (SERVQUAL) were viewed from widely accepted perspective. The SERVQUAL model and the technical/fictional Quality Framework (Gronroos, 1983; 1990; Parasuraman et al., 1995) initially have ten service dimensions which are:

- Tangible: Appearance of facilities, personnel and communication materials.
- Reliability: Ability to perform the promised service accurately.
- Responsiveness: Willingness to help customers and to provide prompt service.
- Competence: Possession of the required skills and knowledge to perform the service.
- Courtesy: Politeness, respect, consideration and friendliness of contact personnel.
- Credibility: Trustworthiness, believability, honesty of the service provider.
- Security: Freedom from danger, risk or doubt.
- Access: Approachability and easy of contact.
- Communication: Keeping the customer informed in language they can understand and listening to them.
- Understanding to the customer: Making the effort to know customers' and their need.

The ten service quality dimensions were later reduced to five dimensions to be evaluated in any service setting; reliability, responsiveness, assurance, empathy and tangibles (Fadare and Adeniran, 2018). Responsiveness, assurance and empathy are more concern with the service process. Customers judge the accuracy and dependability (i.e. reliability) of the derived service, but they judge the other dimensions as the service is being delivered. It was found that although reliability is the most important dimension in meeting customer expectation, the process dimensions (especially assurance, responsiveness and empathy) are most important in exceeding customer expectations (Parasuraman et al., 1991).

SERVQUAL assumes that customers can articulate both their expectations of the general characteristics of quality service and also their perceptions of actual service quality by a specific service been provided. It is therefore important to observe customers' insight of service quality. Reasons for service quality absence should be detected from that finally some measures should be detected from that and finally some measures should be taken to improve the quality of service by Zenithal et al. (1990).

Further research has also identified other factors such as customer specific and situation factors as contributing to overall satisfaction. There are several factors influencing the customer's perception of service quality. Customer's expectations affect greatly on how customer sees the quality alongside their experience, needs, and word-of-mouth communication (Zeithaml, 1990). Friman, Edwardson and Garling (2001) revealed that customer or passenger service quality is an important aspect in public (road) transportation. Olorunfemi and Adeniran (2018) assessed passengers' satisfaction of public transport system in Akure-Owo axis, Nigeria using twelve bus service attributes. Questionnaires were targeted at one hundred and twelve (112) passengers to obtain primary data at the terminals (i.e. Akure and Owo Park). Weighted mean, standard deviation and gap analysis were employed to achieve descriptive statistics, and their findings revealed that passengers were not satisfied with the competence of drivers, condition of vehicle, overloading and over-speeding, attitude of drivers, driver's compliance with road safety rules and order, and the cost charge per trip.

Even though many researches has been carried out in different service industries such as telecommunication, education, restaurants, banking health care, airline, airport, bus etc., but it is crucial to note that little or no researches have been carried out on passenger satisfaction of commercial transport in FUTA. Therefore, the study on the customers' satisfaction of public transport in FUTA was essential at the mean time. Investigating the customer satisfaction of public transport in urban areas will be represented by using the case study of FUTA, which is a representative of the rest of the urban areas.

3. RESEARCH METHOD

Research Design

Primary data was collected from passengers to achieve descriptive statistics. This study adopted a survey pattern to administer the well-structured questionnaires through a non-probability sampling technique, the sampling itself is a convenience sampling. Also, a cross sectional survey was carried out whereby information was collected from passengers at different points, such as the FUTA car

park situated at South gate, and other bus stops at North gate (adjacent SUB), Motion ground (adjacent Senate building), SEMS park, SAAT park, and SEET park at different intervals in order to necessitate a flexible observation method. Data analysis was carried out with Statistical Packages for Social Sciences (SPSS) to achieve descriptive statistics which entails the use of tables, charts and graphs.

Study Area

The Federal University of Technology (informally FUT Akure or simply FUTA) was founded in 1981 under a drive by the government of Nigeria to create universities that specialized in producing graduates with practical as well as theoretical knowledge of technologies, with Prof. Thomas Idibiye Francis, a professor of medicine, as its first vice-chancellor. The school is situated along Ilesha-Ibadan express way. FUTA is experiencing rapid growth and concentration of people. According to the Academy Planning Unit division, FUTA has a population of 19,141 students and staff strength of about 2,321 (non-academic staff inclusive) as at June 2016/2017. The major transportation system available for satisfying the demand for transportation in the university is road transportation with the vehicle as the dominant means and few users of motorcycles and bicycle. The Figure 1 below is the Map of FUTA campus.

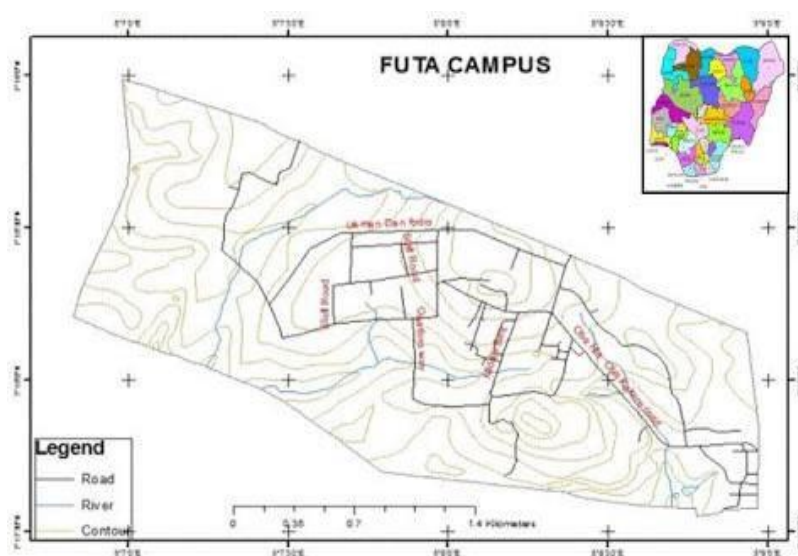


Figure 1 Map of FUTA campus

Sample Size Determination

For this study, the sampling frame is the user of the FUTA public passenger transport system. In transportation planning studies, as in other fields of study, the sampling size is usually determined by the overall population of the sampling area. For the purpose of this study, a manual statistical method of sampling was employed, since it is possible to determine the number of buses, tricycles and car used for commercial transport services in FUTA and their number of seats respectively. The method below was used to determine the minimum sample size of the target population. The method is shown below:

Let;

A = Average number of buses employed

B_1 = Average number of tricycles with 4 seats

B_2 = Number of tricycles with 6 seats

C = Number of seats of buses

From findings: A = 65; B_1 = 9; B_2 = 4; and C = 18

For Buses: $A * C = 56 * 18 = 1008$

For tricycles: $B_1 = 9 * 4 = 36$

$B_2 = 3 * 6 = 18$

Total = $1,008 + 36 + 18 = 1,066$

The sample size was derived by using 10 percent of the sample population. That is;

10 percent of Sample Population = Sample Size

10 percent of 1,066 = 106.6

Therefore, the Sample Size that was used in carrying out this study is approximated to 110 passengers. Primary data was collected at various bus stops in FUTA at about 7:45am to 10:30am, and from 3pm to 5pm.

4. DATA ANALYSIS, PRESENTATION AND DISCUSSION OF FINDINGS

Respondents' Survey Analysis

Based on the response gathered from the respondents, a remarkable trend was observed which can be seen in the tables representing the response to the questions posed. One hundred and ten (110) questionnaires were administered to commuters of the commercial transport system in FUTA, and they all completed and returned the questionnaire.

From the study, it was revealed that the majority of commuters that patronized the commercial transport in FUTA as at the time of administering questionnaires were male. Also, 31.3 percent of the respondents were below 20 years of age, 60.3 percent were within the age range of 21-30, 8.3 percent were within the age range of 31-40. This signifies that majority of the respondents are within the schooling and working ages and need to make daily journey to school, and journey to work. Furthermore, majority of the respondents were undergraduate students at 66.7 percent, while 15 percent were postgraduate students, 5 percent were pre-degree students, and 20 percent were others which may be in the categories of teaching and non teaching staff, and or visitors.

Purpose and Frequency of Journey

From the figure below, 51.7 percent of respondent journey to school out of which 36.7 percent journey for lecture, 10 percent of respondent journey for other reasons, while 1.7 percent journey for the purpose of shopping. Obviously, the larger percentages journey for academic purpose which is the aim of the University. Also, it was shown that 63.3 percent respondents use the transport service in FUTA on daily basis, 6.7 percent use it once, and 30 percent use it on rare occasion.

Efficiency of FUTA Commercial Transport Service

Arrival Time and Journey Time of FUTA Shuttle Bus

Concerning the promptness of transport supply of FUTA commercial transport service as rated by the respondents, it was shown that the users of FUTA transport service spend much time waiting at the bus stops before they could board a bus. This implies that the transport service is ineffective with regards to timely supply of transport service at bus stops. Statistically, the figure below shows that 6.7 percent strongly disagree to the statement that there is no delay in the arrival time of vehicles, while majority (53.3 percent) of the respondents disagrees.

Concerning the journey time of FUTA shuttle bus, 6.7 percent strongly disagree to the statement that there is no delay en-route to destination, 23.3 percent of the respondents disagree. 31 percent agree and 23.3 percent strongly agree with the statement. Hence, the respondents were pleased with the journey time of FUTA commercial bus services as a larger percentage agree that a reasonable time is spent en-route to destination.

Waiting Time at Bus Stops

From the study, 6.7 percent strongly disagree to the statement that time is taken at bus stop before boarding the vehicle, 8.3 percent of the respondents disagree, 51.7 percent agree and 21.7 percent strongly agree with the statement. The respondents largely agree that they spend much at bus stops before boarding the vehicle. In order words, they are displeased with delay at bus stops, and so the transport service seems to be inefficient in this regard.

Frequency of Breakdown of Shuttle Buses on Transit

From the study, it was revealed that 3.3 percent strongly disagree to the statement that there is frequent breakdown of shuttle buses during transit, 23.3 percent of the respondents disagree, 51.7 percent were neutral, 6.7 percent agree and 15.0 percent strongly agree with the statement. This indicates that respondents were not sure about their experience of frequent breakdown of shuttle busses on transit. This might be as a result of the significant agreement on the fact that reasonable time is spent en-route to destination (figure 2).

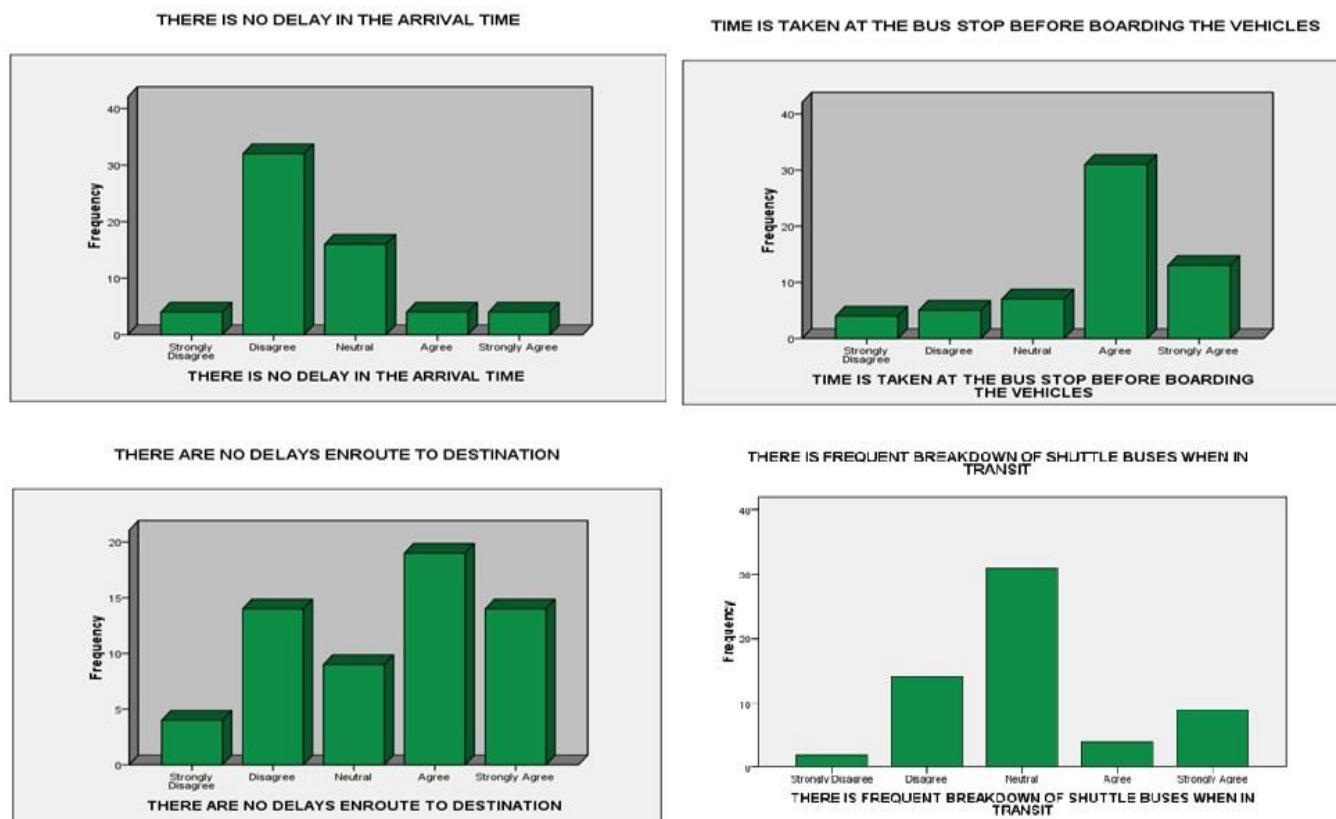


Figure 2 frequent breakdowns of shuttle buses during transit

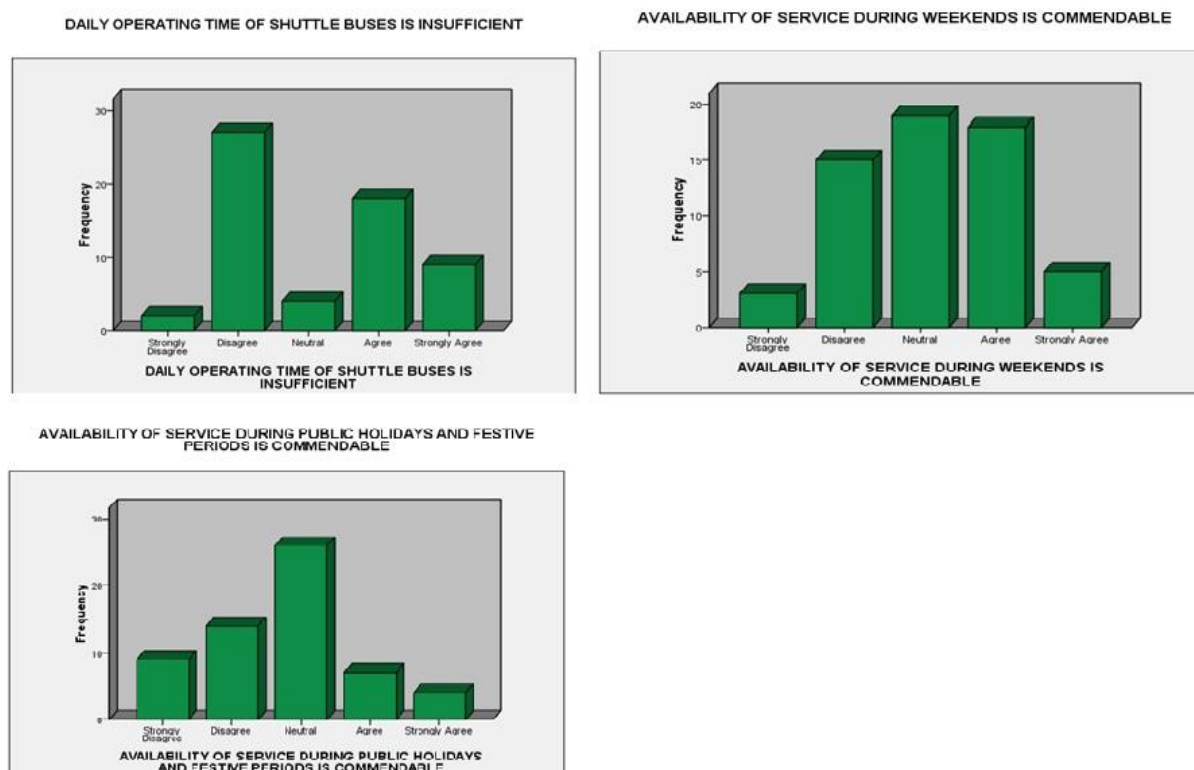


Figure 3 Transport Service during Weekends, Holidays, and Festive Periods

Daily Operating Time of Shuttle Buses and Availability of FUTA Transport Service during Weekends, Holidays, and Festive Periods

From the study, it was revealed that 3.3 percent strongly disagree to the statement that the daily operating time of the vehicle is sufficient, 44.3 percent of the respondents disagree, 6.7 percent were neutral, 30 percent agree and 15.0 percent strongly agree with the statement. Also, the 5 percent of respondents strongly disagree to the statement that the availability of FUTA transport service during weekends is commendable, 25.0 percent of the respondents disagree, 31.7 percent were neutral, 30 percent agree and 8.3 percent strongly agree with the statement. Furthermore, 5 percent strongly disagree to the statement that the availability of FUTA transport service during holidays and festive periods is commendable, 23.3 percent of the respondents disagree, 43.3 percent were neutral, 11.7 percent agree and 6.7 percent strongly agree with the statement (figure 3).

Level of Passenger Satisfaction Provide by FUTA Shuttle Buses

Cleanliness of Bus Interiors and Condition of Seats

From the analysis, it was revealed that 53.3 percent of the respondents are highly dissatisfied with the cleanliness of the bus interiors. 20 percent of the respondents are dissatisfied, 10 percent were neutral, and 16.7 percent are satisfied. As shown in the figure, the respondents were highly dissatisfied with the condition of the vehicles in terms of cleanliness. Also, 38.3 percent strongly disagree to the statement that time is taken at bus stop before boarding the vehicle, 35 percent of the respondents disagree, 13.3 percent were neutral, 3.3 percent agree and 10 percent strongly agree with the statement. It is evident that the respondents are not satisfied with the condition of the seats of the vehicle used for transport service in FUTA (figure 4).

Availability of Shelter at Designated Bus Stops

Also, it was revealed that 10 percent of the respondents strongly disagree to the statement that there is shelter at designated bus stops, 60 percent disagree, 10 percent were neutral, 10 percent agree and 10 percent strongly agree with the statement. It can therefore be affirmed that respondent do not enjoy transport facility in terms of the shelter.

Fares Charged

From the questionnaire retrieved, it was shown that 5 percent strongly disagree to the fares charged for the transport service, 1.7 percent of the respondents disagree, 25 percent were neutral, 53.3 percent agree and 15 percent strongly agree with the statement. It was revealed that respondents are satisfied with the amount of FUTA commercial transport service.

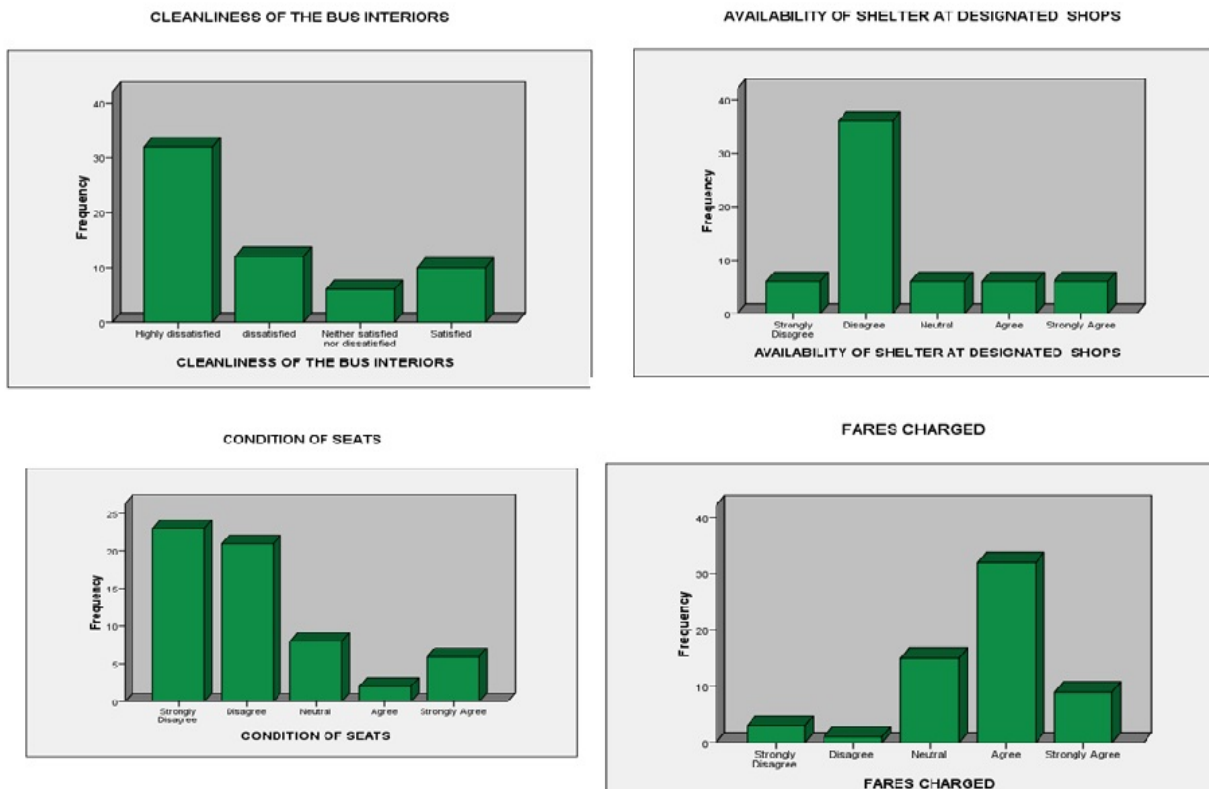


Figure 4 Passenger Satisfaction Provide by FUTA Shuttle Buses

Quality of Service, Drivers' Attitude at Park, and Location of Bus Stops

From the analysis, it was revealed that 35 percent of respondents strongly disagree to the quality of service provided by FUTA commercial transport, 30 percent of the respondents disagree, 21.7 percent were neutral, 11.7 percent agree and 1.7 percent strongly agree with the statement. Also, 33.3 percent strongly disagree to the attitude of shuttle bus drivers, 46.7 percent of the respondents disagree, 13.3 percent were neutral, and 6.7 percent. A large percentage of the respondent or users of FUTA transport service were not pleased with the attitude of the vehicle drivers. Regarding the location of bus stops, 15 percent strongly disagree to the location of bus stops, 45.0 percent of the respondents disagree, 6.7 percent were neutral, 25.0 percent agree and 8.3 percent strongly. The study reveals that a larger percentage of the respondents disagree with the way the bus stop are located (figure 5).

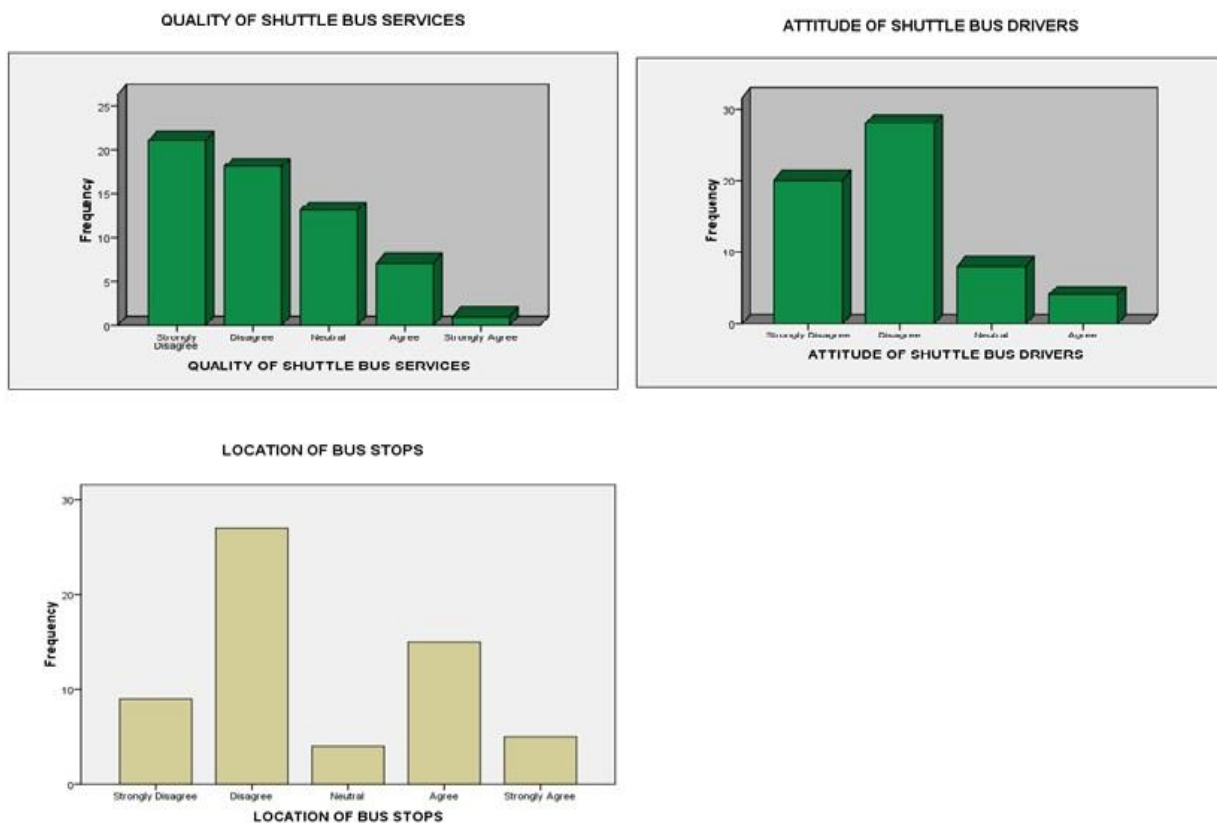


Figure 5 quality of service provided by FUTA commercial transport

Constraints Facing FUTA Commercial Bus Service

Volume of Buses Employed

It was revealed that 1.7 percent of the respondent perceived that the volume of buses used is inadequate, 28.3 percent of the respondents perceived it as moderate, 60 percent perceived it as adequate, 10 percent perceived it as very adequate. From the study, the volume of buses employed is adequate.

Nature of Transport infrastructure

This was determined in terms of the condition of road infrastructure and the condition of road furniture and fittings. The figure below shows that 1.7 percent of the respondent says the condition of road infrastructure used is very inadequate, 15.0 percent of the respondents declares it's inadequate, 43.3 percent affirm that it is moderate, 25 percent opined that it is adequate, and 15.0 percent says it is very adequate. It is revealed that the road infrastructure is moderate and manageable. Furthermore, 1.7 percent of the respondent were of the view that the condition of road furniture and fittings is very inadequate, 15.0 percent agreed that it's inadequate, 43.3 percent says it's moderate, 25.0 percent affirm that it is adequate, and 15.0 percent responded that it is very adequate. Concerning the adequacy of road markings, 30 percent of the respondent perceived that it is inadequate, 28.3 percent perceived it as moderate, 31.7 percent perceived it as adequate, and 5 percent responded as very adequate. The road markings include the pedestrian crossing, road signals and signs.

Concerning the parking facilities, 10 percent perceived as inadequate, 43.3 percent perceived as moderate, 15.0 percent perceived as adequate, 6.7 percent perceived as very adequate. Regarding the nature of traffic congestion and its frequency, 18.3 percent perceived as inadequate, 58.3 percent perceived as moderate, 5 percent perceived as adequate, and 10 percent perceived as very adequate.

Optimal Route and Bus Stops for FUTA Campus Shuttle System

Some respondents are of the view that there is need to provide an alternative route through which the vehicle will pass. These routes will include those leading Jadesola and Adeniyi Hostels from South Gate area. Many of the bus stops facilities are below standard and are not serving their purpose. The shelters at bus stops are not sufficient and in bad condition. In addition, the respondents reported that bus stop at the School of Environmental Technology (SET) is inadequately located.

Un-served Area of Activities within FUTA Shuttle System

West Gate

Respondents that reside very close to the west gate area complained about not being served. Usually, they would walk about 15 minutes before they get to the nearest bus stop in the school.

Post Graduate Hostels

Post graduate students who live in hostels responded to the questionnaires were not served with shuttle. They walked distance before getting to the nearest bus stop. They also demanded for sufficient tricycles (Maruwa) been supplied to serve the area for ease of mobility.

5. SUMMARY, CONCLUSION AND RECOMMENDATIONS

The study has carefully assessed customer's satisfaction of commercial transport in FUTA. Assessment was carried out based on the efficiency, perceived satisfaction, as well as the constraints facing commercial transport in FUTA. The research revealed that the commercial transport in FUTA is not efficient in terms of its arrival time and waiting time of passengers at bus stops. Consequently, the transport operation is seen to be efficient vis-a-vis journey time, daily operation of vehicles and services during weekends and moderate during festive periods.

The study also revealed the perception of passengers as they expressed their dissatisfaction about the cleanliness, seat condition, and quality of service, location of bus stops and availability of shelter at bus stops. On the other hand, they were pleased with the fares charged. The major constraint facing the FUTA commercial transport operations is seen to be the attitude of shuttle drivers' towards commuters especially at the park. Other constraints such as parking facilities, nature of road infrastructure, volume of buses employed, and nature of traffic were identified to be in moderate conditions.

The study suggested possible solutions to ameliorate the constraints.

- Commercial transport operators should strive to improve on safety, comfort and the nature of vehicle used in transit to facilitate improvements of the public passenger transport system.
- The FUTA Management should be committed in providing transport facilities and services rather than leaving the bulk of its operations to the private providers. More services should be provided to enhance the already available provisions (infrastructure) made by the government.
- Re-orientation of drivers to correct bad attitude.
- Transport services should be extended to commuters who live close to the West gate area and post graduate hostels.

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